

341

Wood

# THE WISCONSIN ARCHITECT

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THE OFFICIAL PUBLICATION OF  
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS  
WISCONSIN CHAPTER OF THE AMERICAN INSTITUTE  
OF ARCHITECTS  
BUILDING CONGRESS OF WISCONSIN

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*SIXTH ANNUAL CONVENTION*  
*of the*  
*STATE ASSOCIATION OF WISCONSIN*  
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(See Page 3)

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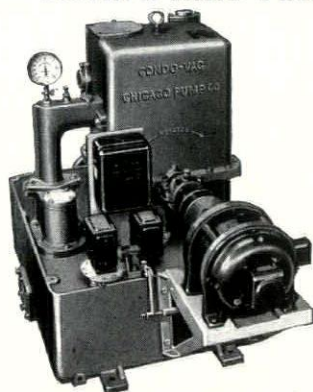
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# SIXTH ANNUAL CONVENTION

## OF THE

# *State Association*

## OF

# *Wisconsin Architects*

to be held in Green Bay at the Beaumont Hotel

**OCTOBER 9, 1937**



### REGISTRATION

Registration at 9:00 A. M.

#### MORNING SESSION:

The President, Henry Auler, Presiding

**9:30 A. M.** Convention called to order

Address of Welcome

By Mayor John S. Farrell

The President's Address to the Fifth Convention

By Henry Auler

Annual Report of the Board of Directors

By Secretary Arthur L. Seidenschwartz

Annual Report of the Treasurer

By Roger Kirchhoff

Presentation of proposed changes in By-Laws

By Peter Brust

**12:30 P. M.** Luncheon

Justice Joseph Martin, Speaker

#### AFTERNOON SESSION:

First Vice-President, H. W. Buemming, Presiding

**1:30 P. M.** Reports of Standing and Special Committees

New business

Election of four directors at large

Adjournment

**3:30 P. M.** Address by A. J. Boase

Architectural Use of Concrete

#### EVENING SESSION:

H. W. Tullgren, Presiding

**6:30 P. M.** Banquet in Beaumont Hotel

Entertainment—No speakers

### GUEST SPEAKERS

Justice Martin is Associate Justice of the Wisconsin Supreme Court

Mr. A. J. Boase of Chicago is Consulting Engineer for the Portland Cement Association

### FRIDAY EVENING

Joint meeting of Board of Directors and District Advisers, Friday, October 8, 1937,  
at the Beaumont Hotel

Second Vice-President H. W. Tullgren, Presiding

5:45 P. M. Dinner

Business Meeting immediately after



## THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

The Building Congress of Wisconsin

Wisconsin Chapter, The American Institute of Architects

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3 — Raymond N. LeVee, Appleton  
4 — C. Madsen, Stevens Point  
5 — Sylvester Stepnoski, Fond du Lac  
6 — Myron E. Pugh, Madison  
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## Minutes of the September Meeting of the State Executive Board

Minutes of the September Meeting of the Executive Board of the State Association of Wisconsin Architects, held at the City Club, Milwaukee, Thursday, September 23rd, 1937.

Meeting called to order by President Henry Auler at 1:00 P.M.

Present were Messrs. Auler, Mickelsen, Brust, Berners, Buemming, Kirchhoff, Stubenrauch, Eschweiler, Hunt and Seidenschwartz.

Represented by proxy were Messrs. Brielmaier, Potter, Tullgren, Herbst and Stepnoski.

Mr. Fitzhugh Scott was absent.

### Committee Reports:

**Publicity Committee:** Mr. Leigh Hunt, Chairman, reported that he was working on an advertising campaign for the Architects with the two Milwaukee newspapers, The Journal and The Sentinel, on a smaller scale than the one proposed earlier in the year. Mr. Hunt stated that people familiar with the results obtained from advertising, advised him that more will be accomplished with a smaller ad that is continuously kept before the eyes of the public, that in a large ad, too much reading matter may be inserted that may make the ad tiresome to read and thereby destroy its own purpose. The cost of an ad in the two mentioned papers for a period of one year, run weekly would average approximately \$5.50 per month for 100 subscribers. Some discussion was had on the proposal by the members of the Board. As a report is due the members at large of the Association on the original plan as outlined at the last annual convention, it was moved by Mr. Brust and seconded by Mr. Kirchhoff that the Chairman of the Publicity Committee prepare his report on the activities of his committee in connection with this campaign and submit same to the preconvention meeting. Motion was adopted.

**Practice Committee:** Mr. Edgar Stubenrauch, Chairman, reported that he had received a complaint from the 4th District relative to an alleged violation of ethical practice by a registered Engineer. As the complaint did not state specifically how this supposed violation took place, it was moved by Mr. Buemming and seconded by Mr. Hunt that the Secretary write to the complainant and have him appear before the joint meeting of the Executive Board and the Advisory Council on Friday, October 8th; so that he can present his complaint in full detail, before the Board takes any action in the matter. Motion was adopted.

**League of Municipalities Convention,** September 16th and 17th at Fond du Lac. Mr. Eschweiler, representative, stated that it was impossible for him to attend the convention. It was suggested instead that the Secretary send each and every building inspector in the State of Wisconsin, a copy of the Minimum Plan Requirements as soon as possible and outline to them just what the Architects are endeavoring to do in bettering the building conditions and raise the art of construction to a higher and safer set of standards. The Secretary was instructed to obtain a complete list of the building inspectors in the state and to send each a copy of our Requirements.



Mr. Hunt reported that he was taking bids for the plaque to be presented to Mrs. Edmund Fitzgerald and would report back to the Board as soon as the bids were received.

The Secretary reported that he had received two letters from Mr. Boyer, Milwaukee County Director, in answer to the letter sent to him by the Association in regard to unfair practice by Architects employed in the W.P.A. set-up. Mr. Boyer stated that a thorough investigation would be made and that he would report to the Association as soon as the investigation had been completed.

In order to properly clarify the amendments of our by-laws in regard to the length of terms to be held by the members of the Executive Board, the Secretary was instructed to get an opinion on this matter from Mr. Kuelthau and report same to the Resolutions Committee.

Mr. Berners reported that their District could make arrangements in time to have the Convention date kept as of October 2nd, but the Board felt that time before the convention date was too short to make the proper arrangements, so the date for the convention was changed to October 9th.

There being no further business to come before the meeting, same was adjourned at 3:20 P.M.

ARTHUR L. SEIDENSCHWARTZ  
*Secretary.*

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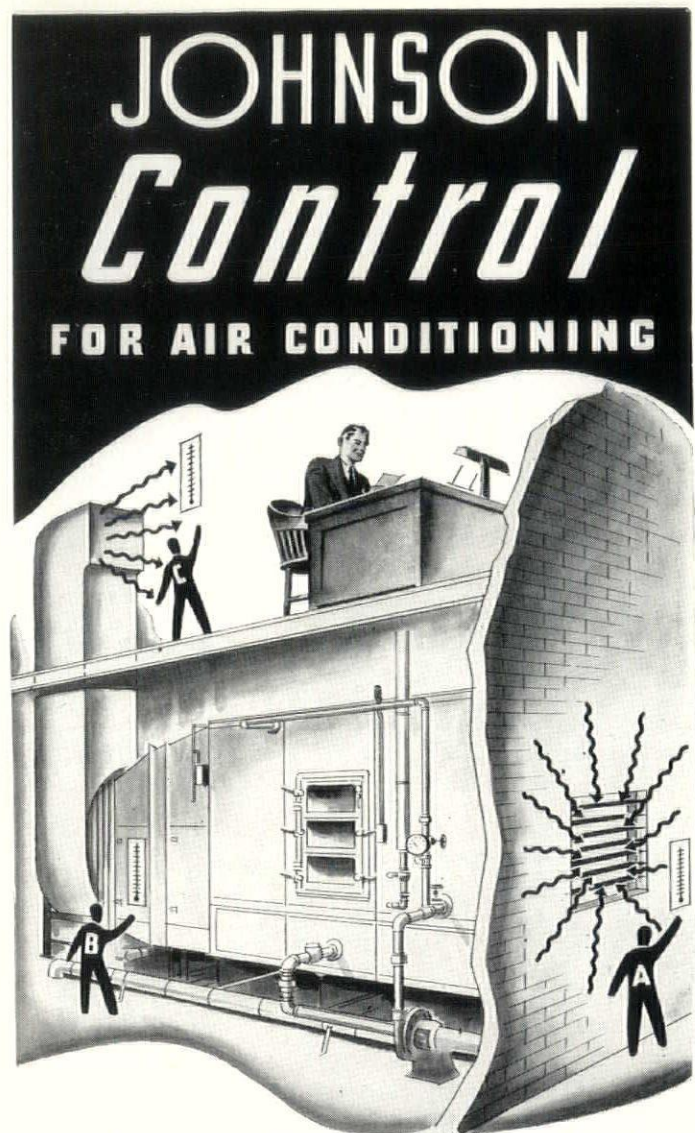
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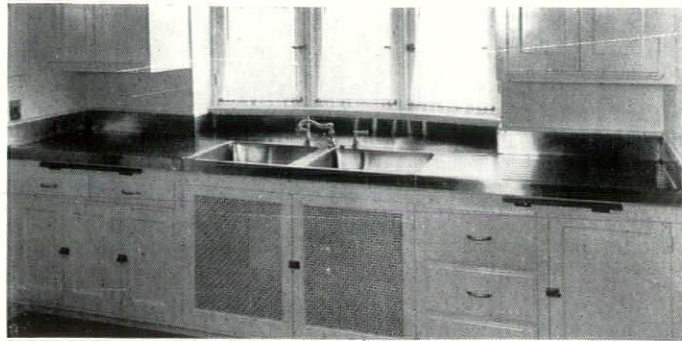
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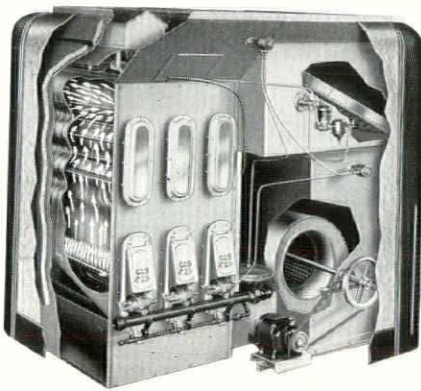
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## The Beginning of a Great Building Program

By WALTER R. McCORNACK  
Chairman, Committee on Housing, A. I. A.

The Wagner-Steagall housing bill has been passed by Congress and signed by the President. The significance of the enactment of this new housing legislation is not in its provisions, but in the nation-wide recognition of the fact that housing is one of the major problems before the country today.

This recognition has come about in a relatively short period of time.

The opposition to the bill in Congress was not particularly outspoken except with respect to some of the detail provisions. Many of those who spoke and voted against the bill prefaced their remarks with statements recognizing the need for such legislation, all of which indicates that once the national Housing Authority is set up and in operation it is expected that many constructive suggestions will be offered to improve and strengthen the program and to render it applicable to the various sections of the country.

Three major changes in the original bill submitted by Senator Wagner were made. These changes came about through the experiences gained during the Government's recent housing programs—which were primarily experimental and of an emergency nature.

These changes were:

*First—Opposition to Creation of Another Government Board.*

Much opposition developed to the creation of a separate board, which would have consisted of five members appointed by the President.

The Senate amended this section to provide for three members to be appointed by the President, but permitted the creation of a separate board.

The House amended this section to place the Housing Authority in the Department of the Interior with one member—an Administrator. The bill was passed in this form.

*Second—Increasing Local Participation.*

The original bill would have made it possible under certain conditions for localities to secure 100 per cent Government financing.

The bill was changed to require local authorities to provide 10 per cent of the cost. Facts which have been developed indicate that the slum areas of our cities are a serious financial burden on local taxing units, and that the elimination of these areas would greatly reduce the cost of government in localities where there are slums. It would, therefore, appear just to assess part of the cost locally. As a matter of fact the local communities should eventually bear more of the cost than set up in the bill. No doubt this will come about as the program develops nationally and cities find themselves better able to do so.

During the years of the depression the various cities looked to the national government for aid and formed one more bloc appealing for help from the national Treasury. Our great cities were developed through local initiative and courage. When we return to that method they will be rebuilt in a saner and more economical way.

*Third—Limitation on Cost.*

This was one of the most important changes made in the bill. Whatever motives may have brought about the change it was a wise one. We may as well face the fact that on the basis of the cost of government housing,

whether P.W.A. or Resettlement, it would be impossible to carry on a housing program of any importance. The original bill placed no limit on the cost of the dwelling units.

It has been said that building material interests and union labor have blocked every effort to produce general low-cost housing in America.

The real objective of a low-cost housing program is to produce safe and sanitary dwelling units for families now living in insanitary and socially degrading homes. It is *not* primarily to provide business for manufacturers of building materials and equipment, or to bail out landowners who now desire to escape the consequences of greedy speculation, or to assure a new era for the speculative builder, or to create a lot of work for union labor.

Under the recent housing program many who composed these groups seemed to consider that program as established for their special benefit. The result was that the Government built housing for which, even with a 45 per cent grant, it was forced to arbitrarily fix a rent which bore no sane relation to capital cost. It was also necessary to select tenants with incomes above what tenants for low-rent housing should pay—leaving the evicted slum dwellers to shift for themselves and, in many cases, to live in worse dwellings than they had previously occupied.

The Government's program was worth its cost, but it did not produce the kind of housing which is essential if we are to successfully clear our cities of slums.

The low-cost housing built by the Government so far is better than that in which many hundreds of thousands of taxpayers can afford to live. Through taxation they were forced to pay for housing accommodations more elaborate and more costly than necessary to serve the fundamental purposes intended.

In this new act Congress did the slum dwellers of America a great service by limiting the cost of dwelling units to be constructed and, in addition, it threw down the gauntlet to the building industry in no uncertain terms.

A nation which has grown to be the most powerful on earth, with unequalled natural resources, great cities, transcontinental transportation systems, electricity in all its varied forms, radio, the low-priced automobile, sound motion pictures, the electric eye and many other things in our great industrial system, cannot continue to construct homes by methods a century old and expect the small taxpayer to saddle the load. They cannot and will not do so. In spite of the many arguments that the machine age is ruining our social and economic system we shall no doubt be compelled to simplify and cheapen our methods of home building. It is a well-known fact that many of our leading automobile manufacturers in the low-cost car field have cut the costs of their cars in half and improved the quality. In the so-called low-cost housing field the opposite has been the case.

Our much discussed American standard of living which many are seeking to impose on housing is not the standard at all. The standard is actually what the mass of the people have, and that is far below what we regard as necessary for a low-cost housing program. In their youth thousands of our leaders today in all walks of life did not enjoy standards of living now regarded as essential. They did have clean and decent environ-

(Continued on page 11)



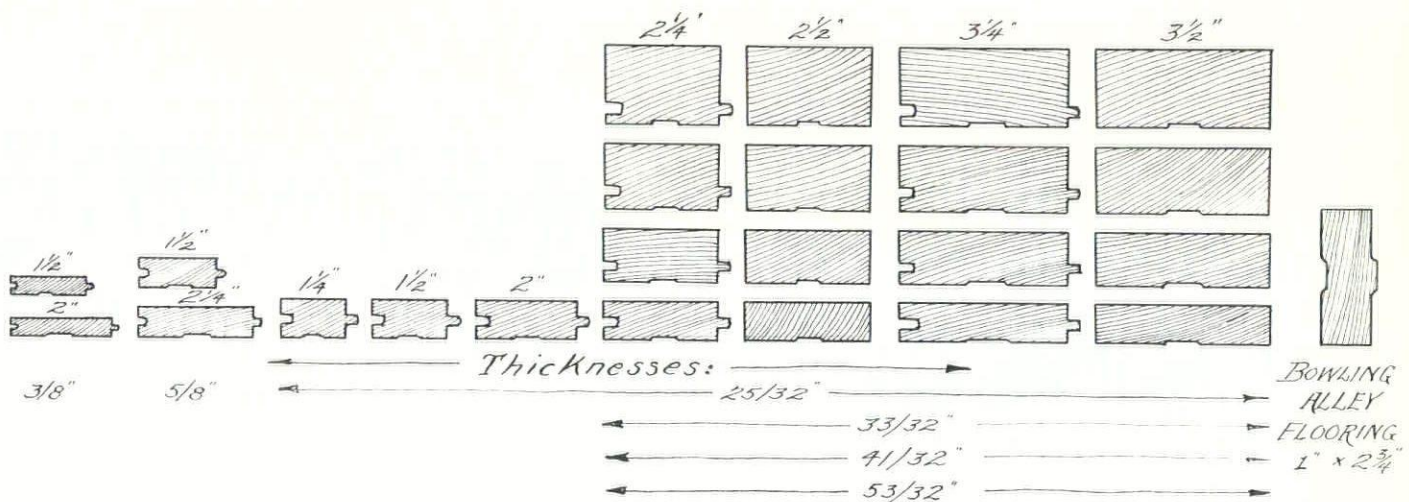


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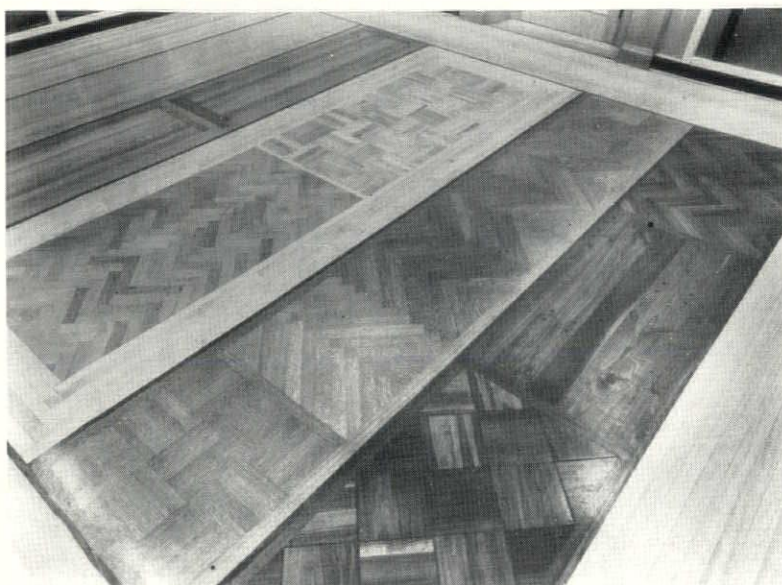
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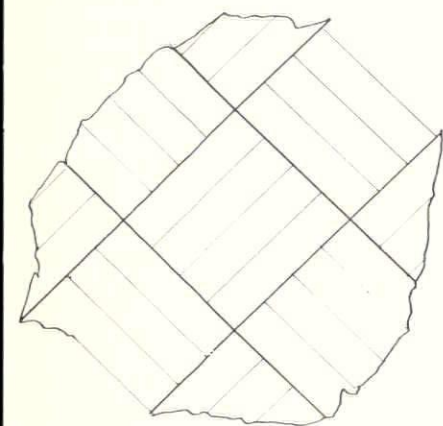
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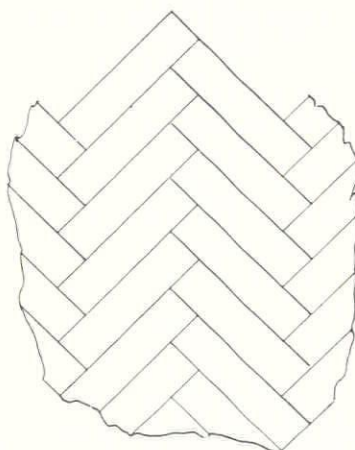


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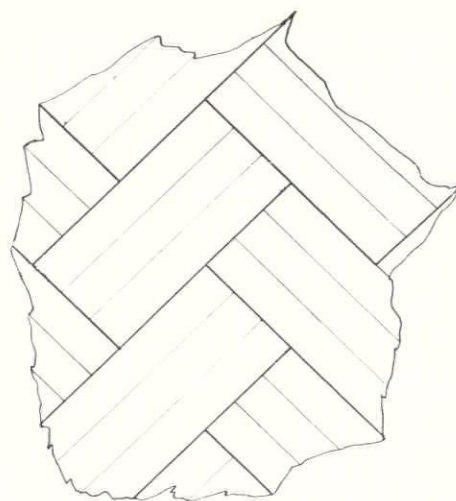


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## A Wisconsin Man Honored

John J. Brust, son of Peter Brust, director of the State Association, was granted scholarship number three by the A.I.A. Edward Langley Scholarship Committee of the Board. The scholarship is for nine months travel in Europe.

(Continued from page 7)

ments with plenty of fresh air and recreation—and that is what our present objective should be. A little less social hysteria and a little more common sense will find a way.

The new Housing Act sets the limit of cost at \$5,000 for a four-room dwelling unit. To really do a good housing job and reach the great masses who now live in degradation, we must ultimately cut the cost to half of that or \$2,500 for a four-room unit. This is a challenge to the building industry. It should be accepted.

Space will not permit nor is the time ripe for an attempt to evaluate the many other provisions of the new housing legislation.

Immediate action by the entire building industry is now in order. When obstacles are encountered they can be met. If amendments to the law are necessary let them be proposed and enacted in due course.

The architects are often heard to complain about interference in their field. On the theory that a strong offense is a strong defense, let the profession immediately take steps to enter the housing field as leaders.

The architect is the unbiased arbiter between the building public and the building industry.

The report of the Housing Committee adopted by the Convention of The Institute, in Boston, in June of this year, recommended that each chapter organize a Housing Committee to act locally in cooperation with The Institute's Housing Committee.

The Committee is formulating a program for the coming year and hopes that each chapter will organize its own Committee as soon as possible whether a need for it appears to exist or not. The time will come when every chapter can help in this great work.

The United States has a Housing Law.

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### Rising Costs Check to Building

A warning that the encouraging activity in the home building field will be checked if injudicious advances in building costs are allowed to develop, is made by Henry H. Heilmann, Executive Manager of the National Association of Credit Men in his Review of Business, sent to the Association's 20,000 members in the manufacturing, wholesaling and banking fields early this month.

"With rents rising quite rapidly in the past two years," the credit head points out, "residential construction had begun to climb after a long period of decline. This stimulus to building was increased by the fact that building costs had not risen greatly after the low points recorded in the depression. But in the past few months, coincident with the rise in residential building, there has been a decided increase in construction costs, both materials and labor. In some sections, within the three Spring months, construction costs have risen by 10 to 15 per cent. Injudicious advances in building costs will have one inevitable result: a decline in the demand. Firms active in the building or related fields should watch this trend closely."

Analyzing the current business situation, Mr. Heilmann declares that "the resistance to drastic decline, which business has shown in the past few weeks, despite one of the most troublesome periods in labor relations that the country has ever experienced, provides excellent testimony to the strong fundamental demand which has been and is current. If any business prognosticator

at the turn of the year could have foreseen the extent of the labor troubles which we have since then experienced, he would have been well justified in predicting a setback to business more severe than that which we have actually experienced.

"It must be remembered that summer business last year received an extra fillip with the distribution of the soldiers' bonus, an influence that will not be present this year. But in the face of all these factors, department and variety stores' sales were higher this May than a year ago. Wholesalers' sales during that month were approximately 12 per cent and manufacturers' sales were almost 20 per cent better this year than in May 1936."

Because certain labor leaders seem to have become "drunk with power," the credit executive points out that the public as a result has begun to analyze on a merit basis labor's program.

"While there may be further overt acts," Mr. Heilmann says, "in the labor-capital conflict in which bloodshed will occur and while we may not have witnessed the last of the riots one thing is certain: the peak of mental disturbances and of fear over the outcome of this movement has passed in these labor-capital conflicts. There is at the moment a genuine feeling of confidence that some of the alien movements in the labor ranks are now out in the open, and being out in the open the American people have decided they are competent to deal with these movements, and, furthermore, are resolved to do so. The American people are sympathetic to the cause of general labor, but they are fed up, as is the majority of workmen, with the alien movement espoused by certain un-American labor groups.

"We now hear official pronouncements that sit-down strikes are illegal. It is unfortunate that any official confirmation of law and order was ever necessary. We now hear demands that labor power must carry with it labor responsibility. Such a conclusion was always inevitable. But mere expressions will not satisfy. The American people have a right to expect that the sentiment expressed in recent weeks will be definitely put into legislative form. This means an immediate amendment to the Wagner Act. It means legislation along the British Trades Disputes Act and our own railroad labor bill. The majority of American citizens want a follow-through before they are convinced of a new attitude. They now demand action by way of legislation. It is hoped their voice will be heard by Congress."



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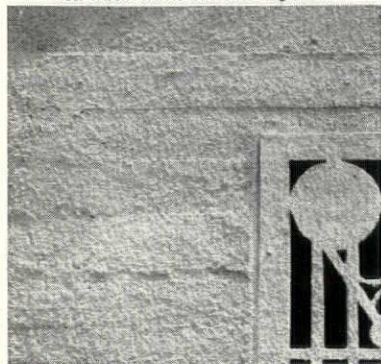
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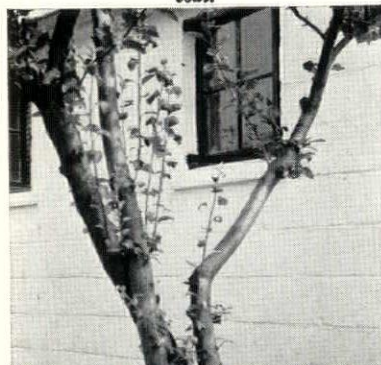




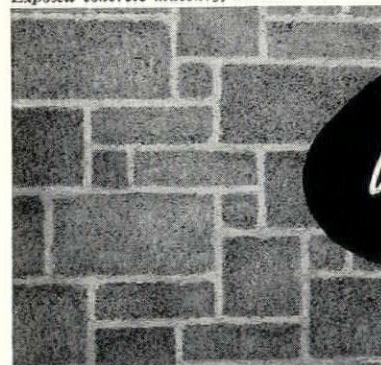
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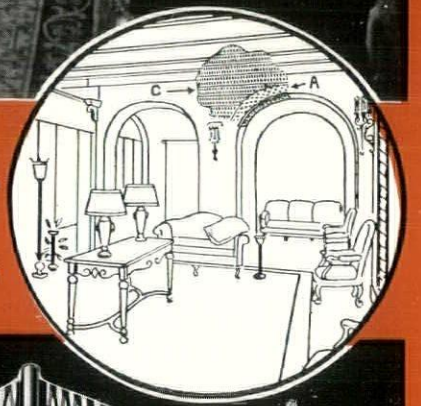


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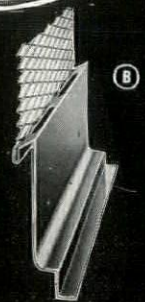


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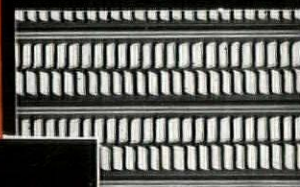
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